

Abstract

A method of providing a colour change to human or animal hair wherein the method comprises the steps of (a) applying to hair a hair colour altering composition, (b) leaving the hair colour altering composition on the hair for from about 0.5 to about 15 minutes and then (c) optionally, rinsing the hair colour altering composition from the hair, wherein steps (a) and (b) and (c) are repeated from about once a month to about 3 times a day.

The multiple application method of the invention provides an increase in colour change (as measured by Delta E) compared with conventional methods which use a single application of hair colouring composition for around 20-30 minutes. In addition, the method of the present invention is no more damaging to the hair compared with conventional single application methods.